



Dr. Oh lectures in class. Photo by Catalina Fragoso.

Dr. Oh Brings His Digital Expertise to PCOM

By Rebecca Costantini

Dr. Klive (Soo-Kwang) Oh's arrival in the fall of 2014 was a highly welcomed addition to William Paterson University's Professional Communication (PCOM) program.

Oh has always had a vested interest in teaching and immediately recognized a "passion for learning" and mutual respect and collaboration between the com-

munication faculty and students during his first visit to WPU.

"I've always been really active in teaching," Oh said. "As a teacher, I want to be able to become a connection, a bridge between academia and communication that is beneficial for students."

Oh earned his bachelor's degree from Korea University in English language and literature. He then worked for

Samsung Electronics as a strategic marketing coordinator.

After his tenure at Samsung, Oh earned a Master's in journalism from the Missouri School of Journalism at the University of Missouri, one of the top journalism schools in the country, to "get a feel for the other side of communication."

As a graduate student at the Missouri School of Journalism, Oh was the

communications assistant for the Reynolds Journalism Institute and held positions as a field reporter, online convergence journalist and story coordinator for the Missouri School of Journalism's various multimedia platforms, including the Columbia Missourian and KBIA, an NPR affiliated radio station managed by the University of Missouri.

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Dr. Angie Yoo and Dr. Matt Crick.

Photo by Catalina Fragoso.

Letter from the NJ Social Media Summit Directors

We are excited to announce the first New Jersey Social Media Summit (NJSMS) on April 10, 2015. Sponsored by the M.A. in Professional Communication, this academic event is for students, scholars, and business professionals who are interested in social media research.

The theme for the Summit is Engaging Initiatives: Transforming Social Media Research and Practice. It offers the opportunity to network with professionals and scholars in the exciting and growing field of social media research and practice.

Our distinguished speakers will share the latest social media research findings and discuss emerging issues in social media communication. The topics include the state of social media research, social media measurement, big data, strategic use of social media for collaboration and community building. (See their bios on page 5.)

We were pleased to receive a number of abstracts from scholars, practitioners, and students working on social media research. The summit committee selected several studies that will be presented in a poster session.

In this issue, you will learn more about the Summit, and read about the various ways the PCOM program utilizes digital media to produce graduates on the cutting edge of technology.

For more information about the summit, please follow us on Twitter and Instagram @NJSocialSummit, connect with us at Facebook.com/NJSocialSummit, or visit us at njcenterforsocialmediaresearch.org.

GRADUATE STUDIES

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Julina Quintero '16



Read more about Jaclyn Antonacci and Juliana Quintero in the Graduate Assistant Corner on page 4.

Graduating Students Prepare their Master Projects

By Jaclyn Antonacci

For the past two years, Kim Casamento and James Merse have been thinking about PCOM 7300.

In this class, graduating students create

a Master's project that weaves together their academic interests and professional ambitions.

James ('15), a health-care account executive at Zeno Group, is researching the relationship between the

channel of communication and the volume of messaging during a crisis. His project will examine both traditional press releases and social media.

"I see crises unfold and resolve often," he said. "It's an area of interest for me, so it made sense to mix my professional experiences with my personal interests."

Kim ('15), a graduate assistant who focuses on social media in the WPU marketing department, is also conducting research that is attuned to her professional experience and career goals.

Kim's research seeks to understand if students behave differently on social media when they know they are being followed by university administration.

"I am going to work with social media once I graduate," she said. "My master's thesis has helped me understand the psyche of an audience on social media."

James said he hopes to leverage his project and his degree as he pursues his career.

"My Master's project will showcase my academic edge" he said. "It proves that I can compete on both playing fields, I know my theory and I can put it to use."

Kim and James will present their master's projects on May 7 at 6 p.m. in the PTC Room (Hobart 132A).

"I'm looking forward to finally presenting my master's project," Kim said. "I'm excited to share my findings."

"My master's project will showcase my academic edge."



Kim Casamento

Student Profile: Rebecca Costantini

By Ashley Farrell

Before William Paterson University graduate student Rebecca Costantini ('16) had even completed her B.A. in English in 2013, she knew graduate school would be in her future. And what better place to take the next step in her education than the PCOM program?

Attracted to continuous learning, new knowledge and challenges, Costantini cited the PCOM program's small class sizes and talented faculty as contributing factors in her graduate school decision-making process. The program's

flexible course offerings also played a part in her return to WPU.

The PCOM program has given Costantini the opportunity to hone her communication and writing skills for use in a professional setting. As an assistant development editor at John Wiley & Sons, she oversees an accounting student feedback blog (which won her a Wiley Market Solutions Directors' Award this past February) and maintains communication with authors and subject matter experts.

Among many other tasks, Costantini is currently managing three

textbooks, one of which is the market leader in intermediate accounting. Overall, she feels that the PCOM program is helping her "strengthen the core skills [she] will need to continue to carve a career in the academic publishing industry."

With days that start just after 5 a.m. and go until about 9 p.m., she admitted that working full-time while pursuing a master's degree can be difficult at times.

To overcome the challenges of such a rigorous schedule, she simply reassures herself that her education is "invaluable and an important part



Rebecca Costantini

of who [she] is."

Costantini offered similar advice to prospective graduate students:

"Take advantage of opportunities, set goals, constantly challenge yourself and remember why you started."

Dr. Klive Oh Joins the PCOM Program



Dr. Oh discusses social media. Photo by Catalina Fragoso.

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Oh's interest in journalism led him to pursue a PhD in Journalism at the University of Maryland's Phillip Merrill College of journalism, where the subject of his dissertation focused on "like" and up-voting features.

Oh studied the effectiveness of these features through careful examination of highly liked online news articles and their associated comments in order to assess how popular issues and topics were perceived by users.

Oh's past experiences

in public relations and journalism complement the PCOM program well.

This fall, he looks forward to teaching Social Media Communication, a personal area of expertise, and various undergraduate courses.

For current and prospective PCOM candidates, Oh offered the following advice: "Do not think of the PCOM program as another line on your resume, but as an opportunity to ask the 'why' question to understand your core philosophies and to develop skill sets required in the field."

Spotlight: NJSMS Distinguished Speakers



BRANDI BOATNER [@ThinkBluePR](#)

Brandi Boatner is the digital experience manager at IBM Global Technology Services where she develops and drives implementation of a digital experience and engagement model. She has served as national president for PRSSA. Her expertise includes social media and digital strategy, integrated marketing communications, strategic public relations and corporate communications.



LISA VOLK CHEWNING [@LisaChewning](#)

Dr. Lisa Volk Chewning teaches corporate communication at Penn State University. Her research focuses on understanding communication in organizations, crisis communication and ICT. She has also examined communication networks and organizational recovery with New Orleans businesses following Hurricane Katrina. She is on the advisory board of the NJ Center for Social Media Research.



JENNIFER GIBBS [@gibni](#)

Dr. Jennifer Gibbs is an associate professor in the School of Communication and Information (SC&I) at Rutgers University and the director of the Masters of Communication and Information Studies (MCIS) program. Her research focuses on collaboration and knowledge sharing in virtual, multicultural work contexts. Dr. Gibbs is on the advisory board of the NJ Center for Social Media Research.



TINA MCCORKINDALE [@tmccorkindale](#)

Dr. Tina McCorkindale is an associate professor of PR at Appalachian State University. She serves as the editor of the Institute for Public Relations Social Science for Social Media Research Center, and she is the chair for the Public Relations Society of America (PRSA) Educators Academy. Her research focuses on social media with specializations in authenticity, transparency, and reputation.



KATIE DELAHAYE PAINE [@queenofmetrics](#)

Katie Delahaye Paine: publisher, CEO and pioneer. Her books, "Measure What Matters" and "Measuring Public Relationships," are considered must-reads for those tasked with measuring public relations and social media. Paine Publishing's newsletter, "The Measurement Advisor" is the industry's most comprehensive source of information about best practices in communications measurement.

Student Profile: Ashley Farrell

By Jaclyn Antonacci

For Ashley Farrell ('16), being a student has always been a part of her identity.

As she prepared to graduate from Rama-

po College in 2014, she knew that applying for graduate school was the natural next step,

"I looked into a few other schools, but William Paterson stood out to me," she said.

"It was close to home and offered interesting classes."

Ashely is a full time student who also balances a social media internship in New York City and a part-time customer service job.

All her roles contribute to her ultimate goal of working as a digital communication professional.

"I would love to be able to travel or live abroad for my job," she said. "The PCOM program is equipping me with skills and connections that would help me succeed in that situation."

Ashley said that the

one-on-one attention and feedback from her professors is a highlight of the program. The academic assignments, creative projects and class discussions have helped to strengthen her skills.

"It's an opportunity to surround yourself with a community of like-minded people working toward the same goal," she said.

Ashley added that she would recommend the program to anyone looking to enhance their professional skills.

"It's going to open a lot of doors, and you will make life-long connections along the way."



GRADUATE ASSISTANT CORNER

JACLYN ANTONACCI

@JaclynAntonacci

One of my responsibilities as a communication department graduate assistant is to develop our social media. This semester, I focused on creating a cross-platform campaign (#TeamHobart) that aims to build community and showcase student success.

I have loved watching students, faculty and alumni use the hashtag to share their experiences, and I am incredibly proud that I was able to develop and implement a campaign that resonated with our community.

I have also been collaborating with Dr. Yoo on research that examines the impact a university's social media presence can have on a student's sense of belonging. I am excited to be presenting this study at the New Jersey Social Media Summit poster session.

As the year comes to an end, I am so grateful to work and study in a department that allows me to pursue my interests and develop my skills.

JULIANA QUINTERO

@QuintJ3

This semester I embarked on a project that impacted my life. In COMM 4470: Strategic Writing, we were asked to create a blog that incorporated social media.

As a Colombian-American woman, I chose to investigate what it means to identify with various cultures and reflect on the intersection of my identities. Through this project, I have been able to interview other women about their experiences and connect with Colombian-Americans around the world. I have used this as a platform to build a community of appreciation for global perspectives and compassion.

Despite my initial reluctance to share my experiences with the world, Professor DeMartino gave me the support and encouragement I needed to pursue the project.

Now I have a project that I am proud of, and a research topic that I hope to incorporate in future academic and professional endeavors.



Professor Anne Barretta

Teaching Graduate Students

By Anne Barretta

I consider myself very fortunate to work at a job I love and in an environment that fosters creativity and a strong sense of accomplishment.

This is especially true about my Advanced Topics for Professional Communication (PW7100) class in Hobart Hall on Wednesday evenings.

My 10 PW7100 students are passionate, dedicated and fun to be with, and our organic class discussions surrounding topics about which they write are often lively, animated and intense. Although this is a writing class, my students sure can talk!

What's different from undergraduate discussions is that this group of grad students is all about sharing knowledge, inspiring their classmates and motivating them to do their best work. It's incredible to witness and makes my

job all that much more enjoyable.

I've always told my writing students, both undergraduate and graduate, that I can teach them the fundamentals of writing but I cannot teach them how to write.

I tell them this in hopes that they'll become voracious readers, constantly learn different ways to express themselves and will have the patience to edit, rewrite and then edit some more. Good writing requires work, no matter what the platform.

And that's what's exceptional about the Professional Communication program at WPU. The incredibly talented faculty offers students the opportunity to write and communicate across various media platforms, using real-world scenarios and challenges. I often learn as much from my students as they learn from me.

PCOM INFORMATION

Summer 2015:

PCOM6150: Digital Communication Applications (Online Course)

Fall 2015:

PCOM5470: Strategic Writing,
PCOM5660: Corporate Social Responsibility
PCOM6090: Leadership & Teamwork
PCOM6270: Research Methods
PCOM7150: Social Media Communication

Corporate & Strategic Communication and Digital Media & Professional Writing tracks offer graduates the opportunity to:

- Advanced professionally
- Build integrated marketing knowledge
- Develop social media expertise
- Hone strategic writing skills
- Strengthen management and leadership abilities
- Pursue new and emerging career paths

M.A. in Professional Communication admission requirements:

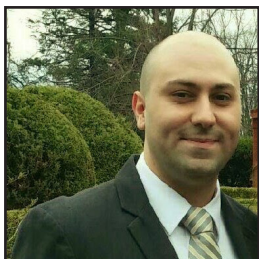
- Transcripts with a cumulative GPA of 2.75
- GRE scores.
- Two letters of recommendation.
- Essay articulating your personal goals and expectations; how your academic and professional backgrounds fit the nature and mission of the program (or have prepared you for a successful learning experience in the program); how you may benefit from the program; and how you would contribute to the program and your fellow students.

FOLLOW OUR FACULTY:

- Professor Anne Barretta - @angiabar
- Professor Lorra Brown - @lorrabrownPR
- Professor Michelle DeMartino - @MichelleWP
- Dr. Angie Yoo - @AngieYoo411

PCOM Alumni Q&A:

How do you use social media in your professional life?



DAVID MONTI, '12

Sales Operations Specialist at TriNet Group, Inc.

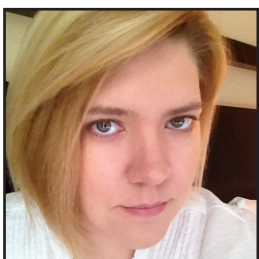
"Social media has found its way into every facet of business, particularly sales. I regularly encourage every Sales Rep I work with to utilize the most visible networking platforms like Twitter, Facebook, and LinkedIn. I utilize social media, particularly LinkedIn, to make my presence known and to maintain working relationships even after I've moved on to a different organization."



MARC PIRO, '13

Senior Vice President of Marketing/Public Relations at Regional Bank

"I enrolled in the PCOM program specifically to develop my working knowledge of social media practices, strategies and applications. I applied the lessons learned to develop enterprise-wide social media policies and procedures. I was also able to develop a comprehensive and practical training program that will help define the roles and responsibilities for employees who participate on social media forums."



JENNIFER DADIKA, '13

Global Brand Communications Coordinator at Tristar Products, Inc.

"I maintain several social media platforms for multiple brands. I use social media to share content about my brands as well as for customer service relations. I use social media professionally everyday to keep up with current trends and maintain professional relationships with colleagues and clients. I use social media to share engaging content with customers to elevate my brands."

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Prospective students must have a Bachelor's degree from an accredited institution and an undergraduate grade point average of 2.75 (out of 4.0) in their major. Applications should include two academic letters of reference, a writing sample, and graduate record exam (GRE) scores. Further information is available through the Office of Graduate Admissions at 973.720.3641 or wpunj.edu/graduate.

Questions?

Contact Graduate Director Lorra Brown:
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Considering graduate school, but aren't sure? You may take up to three classes (nine credits) as a non-degree student before formally applying to our program!